

FIG. 1

09609143-062000

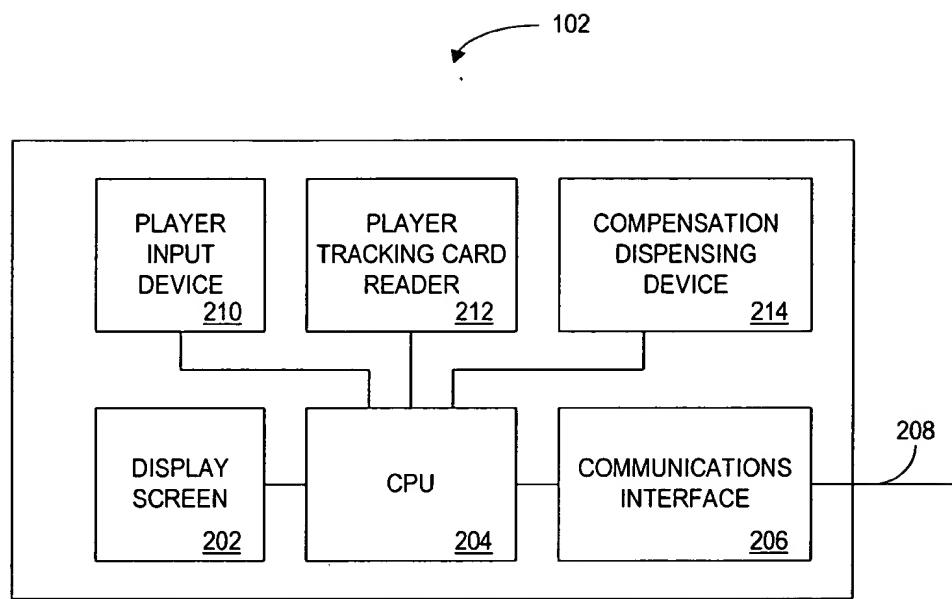


FIG. 2

0060152-00000

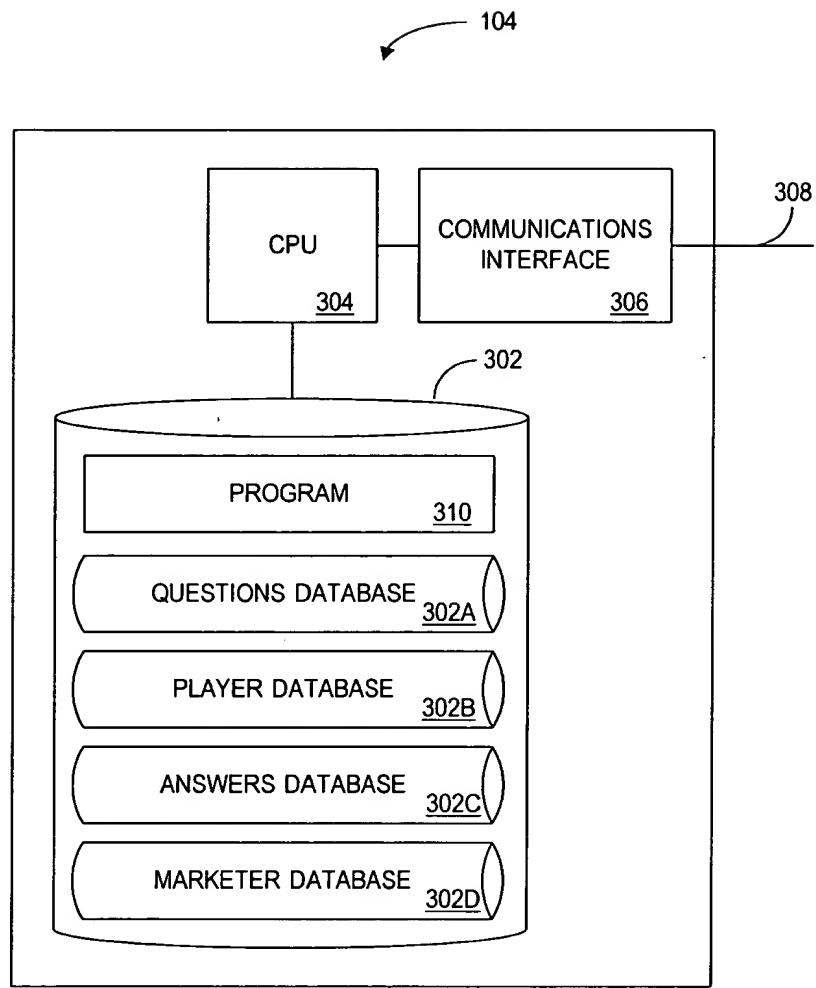


FIG. 3

00000000000000000000000000000000

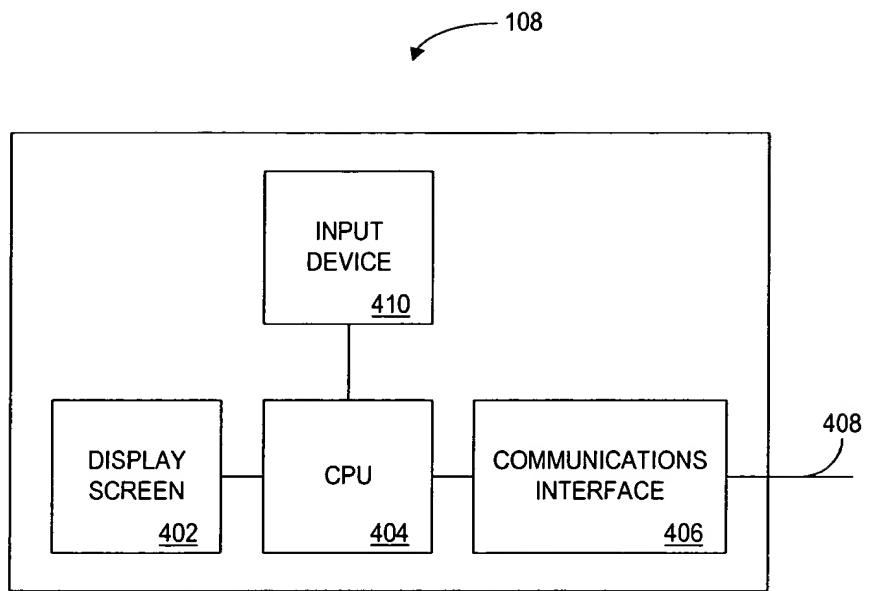


FIG. 4

06000000000000000000000000000000

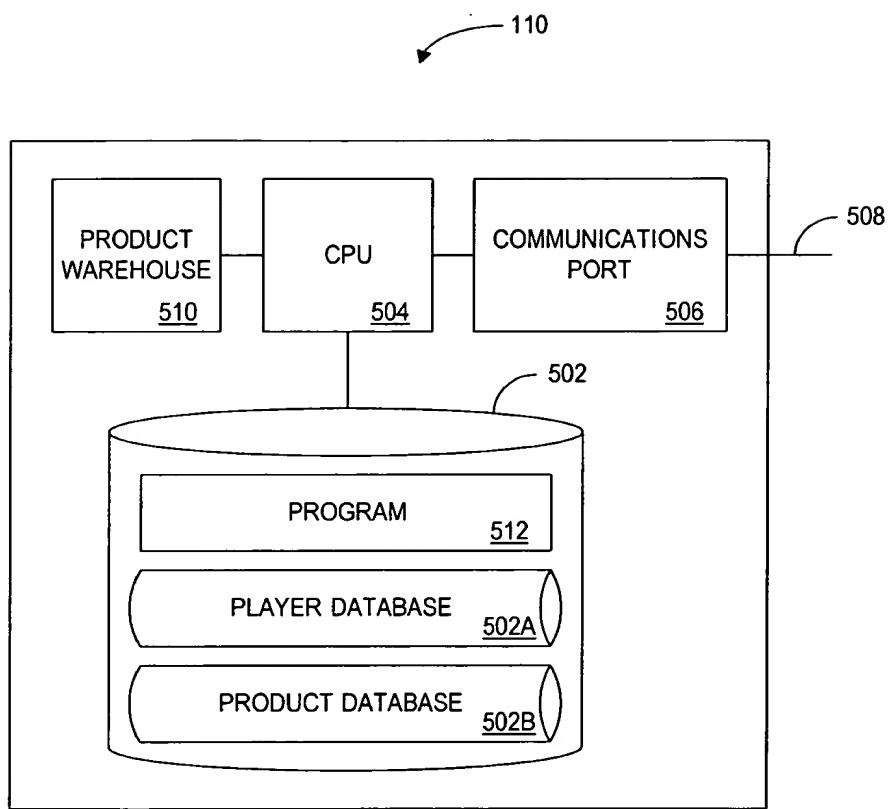


FIG. 5

FIG. 6

QUESTION IDENTIFIER <u>602</u>	QUESTION <u>604</u>	POSSIBLE ANSWERS <u>606</u>	COMPENSATION TO PLAYER <u>608</u>	COST TO MARKETER <u>610</u>	MARKETER IDENTIFIER <u>612</u>
12561Q	DO YOU OWN A MERCEDES?	YES, NO	\$1.00	\$1.50	GENERIC
42564Q	DO YOU LIKE MOON ROOFS?	OPEN ENDED	\$3.00	\$4.75	135M

302A

620
622

PLAYER IDENTIFIER	NAME	FINANCIAL ACCOUNT IDENTIFIER	DEMOGRAPHIC	MACHINE IDENTIFIER	SESSION THEORETICAL WIN	HISTORICAL THEORETICAL WIN	CURRENTLY PLAYING?	EARNSINGS
702	704	706	708	710	712	714	716	718
111123P	SAM BROWN	1111-1111-1111	MALE, AGE 23	234M	\$58	\$252	YES	\$26
222234P	LINDA JONES	2222-2222-2222	FEMALE, AGE 47	532M	\$63	\$357	NO	---

302B

720
722

FIG. 7

FIG. 8

QUESTION IDENTIFIER <u>602</u>	PLAYER IDENTIFIER <u>702</u>	ANSWER <u>802</u>	DATE AND TIME OF ANSWER <u>804</u>
23514Q	395322P	YES	1/23/2003 2:34 PM
49322Q	032945P	I PREFER RED CARS	2/12/2003 4:00 AM

302C

820
822

FIG. 9

MARKETER IDENTIFIER	FINANCIAL ACCOUNT IDENTIFIER	QUESTIONS PAID FOR	POOL DEFINITION	TIME BY WHICH RESULTS ARE NEEDED
612	706	902	904	906
251M	3333-3333-3333	15	500 PEOPLE, AGED 21-35	1/13/2003
693M	4444-4444-4444	10	200 PEOPLE, FEMALE, AGED 35-45	1/18/2003 12 PM

302D

920
922

FIG. 10

PLAYER NAME	ADDRESS	PRODUCT NAME	BUY /SAMPLE	FINANCIAL ACCOUNT IDENTIFIER	DEADLINE TO RETURN PRODUCT	PAID?
704	1002	1004	1006	706	1008	1010
SAM GREEN	ANYPLACE, USA	PERSONAL DIGITAL ASSISTANT	SAMPLE	3333-3333-3333	3/12/2003	NO
HILDA SNOW	SOMEPLACE, USA	SWISS WATCH	BUY	4444-4444-4444	N/A	YES

502A

1020
1022

FIG. 11

PRODUCT NAME	QUANTITY IN STOCK	PRICE
1004	1102	1104
PERSONAL DIGITAL ASSISTANT	10	\$510
SWISS WATCH	20	\$2500

502B

1120

1122

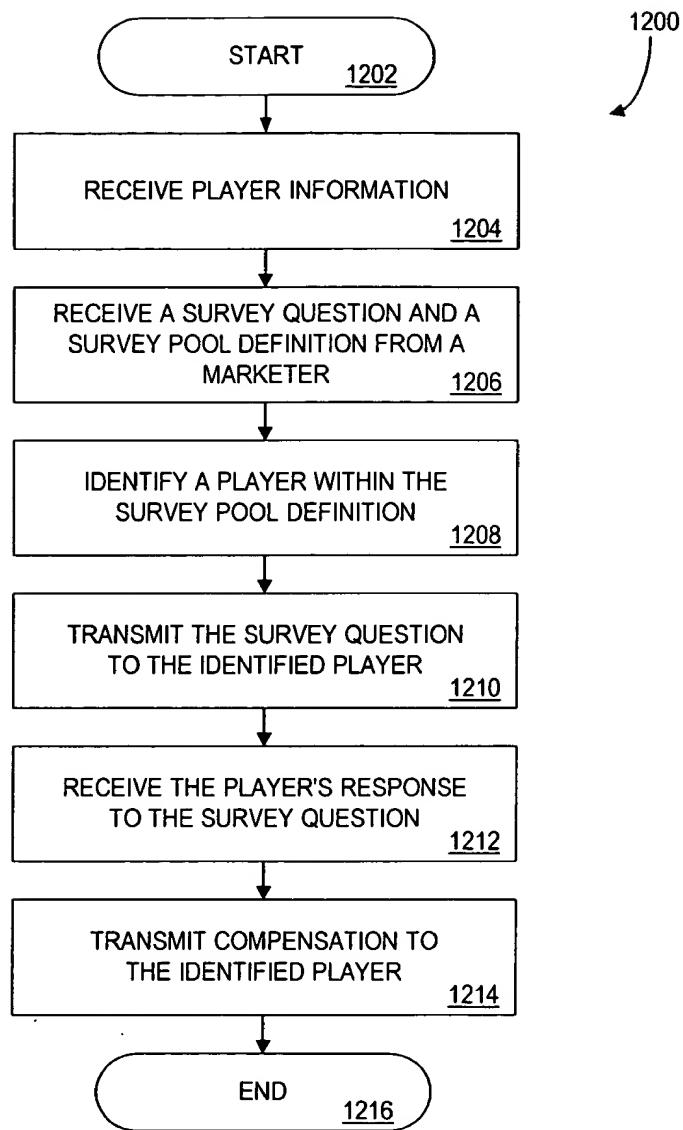


FIG. 12